

**Literacy**

**\$ 1, 460, 370**

Funded Projects—partial list.

- Children’s Area, New Library Now
- Children’s Books, Shasta Library Foundation
- Early Literacy for Families, Castle Rock Preschool
- Early Literacy Project, Cottonwood Community Library
- Pre-literacy Project, Prairie School Early Learning Center
- Raising A Reader, Shasta Family YMCA
- Robust Vocabulary, Enterprise Elementary School District
- Weaving Language, Shasta Head Start
- Children’s Area, Cottonwood Community Library

**Community Awareness & Outreach**

**\$ 643, 717**

Funded Projects—partial list.

- “Little Investments, Big Returns” Awareness Campaign, Underground Advertising
- Developmental Assets, Health Improvement Partnership
- Good Neighbor Grants *and* Week of the Young Child Mini-grants
- “Healthy Shasta” community-wide effort to increase physical activity and healthy nutrition.

**Initiatives**

- **Early Care Initiative** **\$ 1, 573, 518**  
 Funded in partnership with First 5 California. Contract with the **Shasta County Office of Education** to manage elements of this initiative focusing on higher education of providers, accreditation, and support for license-exempt providers.
- **School Readiness Initiative** **\$ 571, 844**  
 Funded in partnership with First 5 California. Program is implemented at four qualifying school sites in contracts with **Redding, Enterprise, and Happy Valley School Districts**. Through outreach/support for families with children ages 0-to-5, it improves the ability of families, schools, and communities to prepare children to enter school ready to succeed.
- **Oral Health Initiative** **\$ 73, 283**  
 Contracts with Hill Country Community Clinic, Shasta Community Health Dental Center, and Shasta County Public Health. Oral health screening, preventive applications and restorative treatment for children in outlying areas. Preventive care for pregnant women, education for health care providers, early care providers and parents.


**TOTAL INVESTMENTS in children prenatal-to-five**

**\$11, 983, 966**



**Initiatives, Awards, Outreach**

## Investing Prop 10 Funds



**First 5 Shasta is responsible for the strategic management of revenues received from Proposition 10. Prudent investment in the healthy development of children, prenatal-to-five years of age, is our aim. Investing in children and families is an investment in our community.**

<b>The Commission</b>	<i>Andrew W. Deckert, M.D., M.P.H.</i>	<i>Shasta County Public Health</i>
	<i>Linda Hartman</i>	<i>Shasta County Board of Supervisors</i>
	<i>Barbara Howell</i>	<i>Shasta County Department of Social Services</i>
	<i>Barbara Lapp</i>	<i>Member, Local Child Care Planning Council</i>
	<i>Jennifer Moranda, M.D.</i>	<i>Mountain View Family Medical</i>
	<i>Judith Englesby-Smith</i>	
	<i>Maxine Wayda</i>	<i>Shasta County Mental Health</i>

# Investment Overview

## Parent/Family Support and Education

**\$ 4,701,351**

Funded Projects—partial list.

- Bridges to Success, Shasta County Office of Education  
Training of therapy interns to offer parenting groups for parents of children ages 0-to-5.
- Bright Futures, Tri County Community Network  
Family support and child health program serving Intermountain region.
- Centralized Eligibility List, Shasta County Office of Education  
Computerized matching of available early care spaces with families seeking care.
- Children First, Shasta County Public Health  
Development of at-risk screening tool and Parent Partners support program.
- Children Too!, Shasta County Women’s Refuge  
Parent/child support, education, nutrition and health screening.
- Employer Outreach Program, SMART Business Resource Center
- Healthy Habits, Acorn Community Enterprises  
Parent support and education activities in the Intermountain area.
- Healthy Pathways for Infants, Northern Valley Catholic Social Service  
In-home clinical mental health services for infants and families.
- Loving Arms Doula Services  
Doula support for expectant mothers/families in greater Redding area.
- Parent Child Interactive Therapy Equipment, New Directions to Hope
- Parent Partners, Child Abuse Prevention Coordinating Council  
Support for parents of children ages 0-to-3 and assistance with accessing services.
- Parents as Teachers Home Visiting, Shasta Head Start  
Training/certification in promising practice Parents as Teachers (PAT) home visiting program.
- Rocking Chair Project, Motherpeace Circle  
Doula support for expectant mothers/families in Intermountain area.
- Second Step, Shasta Head Start  
Violence prevention curriculum and training for early care providers, parents and children.
- Special Needs Playgroup Equipment, Rowell Family Empowerment of Northern California
- Translation Equipment, Tri County Community Network
- Touchpoints* Training, Health Improvement Partnership  
Training of early care and family service providers to incorporate Brazelton’s *Touchpoints* approach to child development into parenting education and support.

# Investment Overview

## Physical Health

**\$ 2,285,584**

Funded Projects—partial list.

- Breastfeeding Resource Centers: Mayers Memorial Hospital, Mercy Medical Center Redding, and Shasta County Public Health
- Car Seat Safety Education Program, Carenet Pregnancy Center
- Child Passenger Safety Education, Shasta County Public Health
- Happy Valley Clinic Expansion, Shasta Community Health Center
- Healthy Beginnings, Shasta County Public Health  
Physical activity and nutrition for preschools.
- Medical Therapy Equipment, California Children’s Services
- NICU Developmental Care Team, Mercy Medical Center  
Certification and cross-training of developmental care team; enhancements of the NICU environment.
- “Cavity Free Kids” Training Project, Family Child Care Association
- Perinatal Leadership Team, Shasta County Public Health  
Collaborative effort to implement screening of pregnant women for use of alcohol, tobacco, and other drugs.
- Physical Activity Equipment, Marsha Reynolds Family Child Care
- Prenatal Tobacco Cessation, Shasta County Public Health
- Prenatal Ultrasound Equipment, Shasta Community Health Center
- Special Needs Equestrian Program, Therapy Station
- Special Needs Equipment, GREAT Partnership
- Sweet Success Prenatal Diabetes Education, Mercy Foundation North

## 15 Playgrounds for Young Children

**\$ 674,299**

- South County:** Anderson River Park, Cottonwood Playground, Prairie Preschool
- North County:** City of Shasta Lake (2 playgrounds), Castella Playground
- West/Central County:** Redding Aquatic Center (play feature and admissions), Redding Cooperative Preschool, Jump River Playground (Caldwell Park)
- East County:** Burney Family Park, Big Bend Park, Columbia Preschool, Fall River Mills (Lions Club), Intermountain Community Center Playground, Millville Preschool

